

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW

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E.O. 11652: NA

TAGS: OCON, UR

SUBJECT: PROPOSED TELECON BETWEEN COMMERCIAL OFFICE AND
ROCHESTER CONFERENCE, OCTOBER 18.

REF: STATE 098390

1. MARKETING AND MANAGEMENT SEMINAR ON SOVIET-AMERICAN
TRADE SCHEDULED ROCHESTER, NEW YORK, OCTOBER 17 AND 18,
SPONSORED BY ROCHESTER CHAMBER OF COMMERCE AND ROCHESTER
INSTITUTE OF TECHNOLOGY IN COOPERATION WITH DEPARTMENT OF
COMMERCE BUFFALO OFFICE. SPONSORS DESIRE SET UP TELECON,
SIMILAR TO MAY 23 TELECON WITH DENVER CONFERENCE (SEE REF),
AT ROCHESTER OCTOBER 18 MORNING SESSION AND HAVE MADE APPRO-
PRIATE ARRANGEMENTS WITH AT AND T. CALL FROM ROCHESTER WOULD
BE DIRECTED TO 255-4848 BETWEEN 6:30 AND 6:45 PM MOSCOW TIME
I.E., USED 11:30 AND 11:45 A.M. TELECON WOULD PRESUMABLY
INVOLVE MELENCAMP, NILES, BLOW, OR OTHER DESIGNEE AT COMMERCIAL
OFFICE, AND MODERATOR DR. JOHN HUMPHRIES, ASSOCIATE DEAN,
COLLEGE OF GENERAL STUDIES, ROCHESTER INSTITUTE OF TECHNOLOGY
AT ROCHESTER END. PURPOSE IS TO GIVE ADDED EAST-WEST TRADE
FLAVOR TO CONFERENCE AND DEMONSTRATE COMMUNICATIONS EFFECTIVE-
NESS.

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2. ENVISAGED IS EXCHANGE AMONG PARTICIPANTS TOTALLING ABOUT 15 MINUTES ON QUESTIONS WHICH FOLLOW PLUS ANY ADDITIONAL ONES, COMMERCIAL OFFICE MAY WISH TO SUGGEST.

A. NOW THAT THE CO IS OPERATIONAL, BRIEFLY IDENTIFY THE FACILITIES IT WILL OFFER US BUSINESSMEN?

B. DOES THE TECHNICAL SEMINAR OFFER A PRACTICAL VEHICLE FOR PROMOTING SALE OF US PRODUCTS IN RUSSIA?

C. CAN THE CO STAFF ASSIST US MANUFACTURERS IN SETTING UP TECHNICAL SEMINARS? WHAT PROMOTIONAL SUPPORT DO YOU OFFER?

D. WHAT SERVICES DO BUSINESSMEN REQUEST MOST FREQUENTLY OF THE CO?

E. THIS HAS BEEN A BUSY WEEK IN MOSCOW WITH MEETINGS OF THE US-USSR TRADE AND ECONOMIC COUNCIL. HOW DO THESE US BUSINESS LEADERS FEEL TODAY REGARDING THE OUTLOOK FOR US TRADE WITH RUSSIA?

F. DOES THE US-USSR COUNCIL NOW HAVE FACILITIES IN MOSCOW? CAN THEY PROVIDE SUPPORT TO THE PROMOTIONAL EFFORTS OF US FIRMS?

G. HAS THERE BEEN ANY MARKED IMPROVEMENT IN THE ATTITUDE OF SOVIET AUTHORITIES TOWARD PERMITTING US BUSINESSMEN DIRECT CONTACT WITH ACTUAL, POTENTIAL END USERS OF THEIR PRODUCTS?

H. WHAT IS THE CLIMATE IN THE USSR FOR THE SUCCESSFUL CONDUCT OF BUSINESS BY SMALLER US FIRMS?

I. WHAT POTENTIAL IS THERE FOR THE SALE OF CONSUMER PRODUCTS IN THE USSR?

J. HAS THERE BEEN A SUBSTANTIAL INCREASE IN THE NUMBER OF US BUSINESSMEN VISITING MOSCOW FOR BUSINESS PURPOSES? DO MOST OF THEM CONTACT THE CO?

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3. DESIRE EMBASSY RESPONSE SOONEST WHETHER COMMERCIAL OFFICE IS WILLING TO PARTICIPATE IN PROPOSED TELECON? IF SO, WHAT COMMENT OR QUESTIONS AND ADDITIONAL SUGGESTIONS DOES COMMERCIAL OFFICE HAVE. INGERSOLL

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